

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method for funding an interactive network site hosted on a server , comprising the steps of:
 - providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts ~~at least one user and at least one expert~~, the forum having a topic;
 - ~~receiving a question~~ first and second questions generated by ~~a user during the forum~~ and providing the user generated question to the expert one or more of the plurality of users, wherein the first question identifies a first expert chosen to answer the first question, and the second question identifies identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;
 - routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;
 - routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;
 - posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts; and
 - receiving a payment, from a third party associated with a third party product or service, for access to the network site by one or more of the plurality of users ~~those users that subscribe to the third party service~~.
2. (Currently amended) The method of claim 1, wherein said payment represents fees required for the one or more users ~~is a user's fee~~ to access the network site.

3. (Original) The method of claim 1, wherein the third party is one of a medical insurance provider, a drug manufacturer, and a health maintenance organization.

4. (Currently amended) The method of claim 2 [[1]], further comprising transmitting personal information provided by the user to said third party in exchange for payment of the user's access fee.

5. (Original) The method of claim 4, wherein the personal information comprises at least one of demographic information, identification information, medical treatment information, and drug treatment information.

6. (Original) The method of claim 4, wherein users' individual identities are withheld prior to the information being transmitted to said third party.

7. (Currently amended) The method of claim 1 ~~A method for funding an interactive network site, further comprising the step steps of:~~

routing the first question to a peer reviewer, wherein the first question may be selectively displayed on a personal expert interface of the peer reviewer in a grouping of questions identified as being directed to the peer reviewer.

~~providing a question and answer forum on the network site for access by a user and an expert, the forum having a topic;~~

~~receiving responses from experts to questions generated during the forum by users;~~

~~receiving responses from peer review personnel reviewing the responses from the experts; and~~

~~receiving a payment from a third party for provision of the forum.~~

8. (Currently amended) A method for funding an interactive network site, comprising the steps of:

providing a question and answer forum on the network site for access by at least one user and at least one expert, the forum having a topic;

receiving a question generated by a user during the forum and providing the user generated question to the expert; and

receiving a payment for the provision of the forum from a third party associated with a product or service independent of the network site, wherein the user is a consumer of the product or service; and

wherein the payment represents a benefit provided to the user by issuing a benefit concerning the third party service having a value that is related to the user's consumption of the service or product to the user.

9. (Currently amended) The method in accordance with claim 8, wherein the benefit is comprises at least one of access to the forum, payment of a fee for accessing the network site, a discount on a product, a medical treatment, a drug, an insurance premium, a deductible, a co-payment contribution.

10. (Currently amended) The method in accordance with claim 8, wherein said benefit issuing step comprises crediting the user at least one point following a consumption of the product service by the user, said point being redeemable towards based on at least one of a visit to the network site or another network site[[,]] and a visit to a forum, an answered question, a purchase and providing personal information concerning the user.

11. (Canceled)

12. (Currently amended) A method for funding an interactive network site hosted on a server, comprising the steps of:

providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts at least one user and at least one expert, the forum having a topic;

receiving a question first and second questions generated by a user during the forum and providing the user generated question to the expert one or more of the plurality of users, wherein the first question identifies a first expert chosen to answer the first question, and the second question identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;

routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;

routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;

posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts;

receiving a payment for the provision of the forum from a third party associated with a product or service independent of the network site; and

issuing a benefit concerning the third party product or service to a fourth ~~another~~ party other than the third party, the user, and the expert.

13. (Currently amended) The method in accordance with claim 12, wherein the third party is a drug manufacturer and the fourth ~~other~~ party is one of a health maintenance organization and a pharmacy.

14. (Currently amended) The method in accordance with claim 13, wherein the benefit to the fourth ~~other~~ party is a discount on a drug.

15. (Withdrawn) The method of claim 8 wherein the third party service is insurance and the user has an insurance policy from the third party, comprising the steps of:

receiving the user's request for a second opinion from the expert concerning at least one of a medical treatment and a drug; and

the benefit comprising adjusting the insurance premium based on the user's solicitation of the second opinion.

16. (Withdrawn) The method in accordance with claim 15, further comprising transmitting the second opinion provided by the expert to the user in response to the request.

26. (Original) The method in accordance with claim 25, wherein the peer is one of an insurance case manager and a medical professional.

27. (Original) The method in accordance with claim 23, wherein the medical cost comprises at least one of a medical insurance premium, a drug treatment, and a medical treatment.

28. (Currently amended) A method for funding an interactive network site, comprising:
providing a question and answer forum on the network site for access by a plurality of users and a plurality of experts ~~a one-user and an expert~~, the forum having a topic;
~~receiving a question generated by a user during the forum and providing the user generated question to the expert; and~~
receiving first and second questions generated by one or more of the plurality of users, wherein the first question identifies a first expert chosen to answer the first question, and the second question identifies a second expert chosen to answer the second question or identifies no chosen expert to answer the second question;
routing the first question to the first chosen expert, wherein the first question may be selectively displayed on a personal expert interface of the first chosen expert in a grouping of questions identified as being directed to the first chosen expert;
routing the second question to the second chosen expert when the second chosen question is identified, wherein the second question may be selectively displayed on a personal expert interface of the second chosen expert in a grouping of questions identified as being directed to the second chosen expert;
posting the second question when no chosen expert is identified in a location on the server that is accessible to the plurality of experts;
displaying a banner advertisement on a page of the network site accessed by the one or more users; and
receiving a fee for the banner advertisement wherein the fee is based on a number of users accessing the network site.

33. (Original) The method in accordance with claim 30, wherein the common expert is one of an employee and a contractor of the third party sponsor.
34. (Original) The method in accordance with claim 30, wherein the third party sponsor is a pharmaceutical manufacturer and the networks sites are at least one of drug retailer network sites and health maintenance organization network sites.
35. (Currently amended) A method for funding a plurality of interactive network sites, comprising the steps of:
- providing a plurality of question and answer fora for access by at least one user and at least one expert, each of the fora being generated at least one of the plurality of interactive network sites;
- receiving a question from a user accessing the forum of one of said plural interactive network sites;
- identifying an expert chosen to answer the received question;
- routing the question to the chosen expert;
- receiving a response by the an expert to the question, and a command signal selectively identifying at least one of the plurality of fora as to the forum at which to post the response;
- posting the response generated by the expert at on a selective basis on any of the plural interactive identified network sites fora based on the command signal; and
- receiving a payment from a third party associated with ~~for the provision of~~ at least one of the fora posting the response.
36. (Original) The method in accordance with claim 35, wherein the command signal instructs that the response be posted only on the network site from which the question originated.
37. (Original) The method in accordance with claim 36, wherein the command signal instructs that the response be posted on the network site from which the question originated and on at least one other network site.

38. (Original) The method in accordance with claim 35, further comprising the steps of: receiving a response from peer review personnel reviewing the response of the expert and a command signal as to the network sites at which to post the response generated by the peer review personnel; and posting the response generated by the peer review personnel on a selective basis on any of the plural interactive network sites based on the command signal.

39. (Original) The method in accordance with claim 38, wherein the command signal instructs that the response from the peer review personnel be posted only on the network site from which the question originated.

40. (Original) The method in accordance with claim 38, wherein the command signal instructs that the response from the peer review personnel be posted on the network site from which the question originated and on at least one other network site.

Claims 41-50 (Canceled).

Claim 51 (Previously presented) The method in accordance with claim 35, wherein the payment includes paying a fee for the user to access the forum.

Claims 52-60 (Canceled).